

PRESENTATION

It is indeed with great satisfaction that we present to our readership this issue of *TradTerm* that contains articles reflecting the varied interests of researchers in the fields of Translation Studies and Terminology. We want to thank the referees of this number for their careful reading of the papers submitted to the journal. The articles selected for publication have been organized thematically beginning with topics more general in nature and then on to more specific ones.

The first block of papers includes studies that deal with cultural aspects in the act of translating, with the construction of the identity and image of the translator, with the preparation of future translators as well as the crucial role of translation in the exchange of ideas among different cultures.

The second group of papers deals with literary translation and with the many difficulties, problems, choices and challenges that translators face in their work. Specifically with respect to literature, one paper examines the reasons for the rather tardy publication of the translation of *The Quixote* in Portugal in comparison with other countries, another deals with the issue of normalization in the self-translation of *An Invincible Memory* by João Ubaldo Ribeiro, while still another looks at how spoken language is rendered from French to Portuguese in the translation of *Les Fleurs Bleues* by Raymond Queneau.

The three articles in the third section look at the role of grammar in specific translations: (i) the handling of adverbs and adverbial phrases based on the insights of Corpus Linguistics in the translation from English to Portuguese of Lemony Snicket's *The Bad Beginning*, (ii) the translation of a selection of Japanese onomatopoeia based on a corpus from *Mangas*, (iii) the translation of the Portuguese adverb *mas* to French and English.

In the fourth part of this number, readers will find three articles dealing with Terminology. The first is a theoretical study that attempts to set out the main paradigms of this area; the second article examines terminological *wordnets* in Brazilian

Portuguese; the third paper looks at the variations in the denominations of Influenza A H1N1 in the area of medical terminology.

The last group of papers is devoted to the relation between text and image and both of them are concerned with the translation of comic strips and books. We would like to remind our readership that number 13 of *TradTerm* was a thematic volume fully dedicated to audiovisual translation

We are grateful to Editora Humanitas for without their interest and support the publication of *Tradterm* would not be possible. We also want to thank the secretary of CITRAT, Ms. Sandra de Albuquerque Cunha and our assistant Raquel Santos for their dedication and concern with the details of the production of the journal.

We hope that this volume can be riveting in all its various fields and that it can awake new questions about the advance of the sciences it embodies. May the mutual exchange cultivated throughout these years allow that the reach and repercussion of the works here presented surpass the borders of our country and ensure a fruitful dialogue.

São Paulo, 5 October 2010

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Chairperson of the Publications Committee